



# HOUSTON

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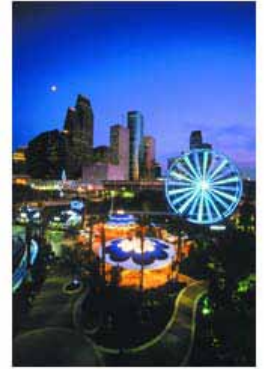


The Greater Houston area, with a population of 5.2 million, is the fourth largest city in the United States and **home to NASA**, the renowned **Texas Medical Center** and the **world's largest rodeo, the Houston Livestock Show and Rodeo**. Houston also has 92 consulate offices and a major corporate center. Numerous multinationals maintain operations in Houston and the city has the 2nd largest number of Fortune 500 headquarters according to Fortune magazine (2010).

Houston has invested heavily in its MICE industry in the past 10 years and now offers some of the most modern facilities in the nation. And with 170 non-stop flights to the city, it is also an easy place to get to. When attendees arrive, they will be awed by one of the most modern airports in the world where they will be greeted by friendly customs officials and short lines.

## CONTACT:

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## CONVENTION SERVICES

International offices of the Greater Houston Convention and Visitors Bureau are strategically located in Mexico City, Caracas (for Latin America), Hannover (for Europe) and in Taipei (for Asia). Our representative offices are ready to assist in planning your next meeting in Houston - from the initial request for proposal to setting up site visits, the Houston staff will work with you to ensure that your meeting is a success.

## UNIQUE EVENT FACILITIES AND INCENTIVES

How would you like to conduct an event surrounded by precious gems and minerals? or an incentive trip where attendees get a chance to work with real cowboys? Venues such as the **Houston Museum of Natural Science**, **Space Center Houston**, **Texas Ranch Life** and **The Cowboy Solution** provide the space, meeting services and environment for an experience to remember. In addition, **George Ranch Historical Park**, a 480-acre living history site, with more than 100 years of Texas history and real working cowboys, offers hands-on experiences and costumed historical interpreters.



## CONVENTION FACILITIES

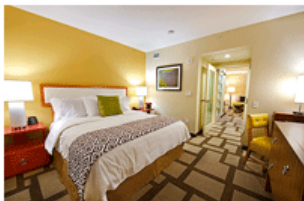


The **George R. Brown Convention Center** and **Reliant Park** are the two main convention facilities in the city, both with easy access by METRORail.

The downtown location of the **George R. Brown** (GRB) offers convention attendees a pedestrian friendly experience, plus 1.8 million sqft/167,225 sqm of meeting, exhibition and registration space. The GRB is 100% powered by green energy and offers many green initiatives for environmental and social sustainability. A 100-kilowatt solar panel system sits atop the 16-acre roof of the building, which is one of the largest installations in the region.

The **Reliant Park complex** includes four major facilities: *Reliant Stadium*, *Reliant Center*, *Reliant Astrodome* and *Reliant Arena* in an extensive area of 350 acres. With 1.6 million sqft/148,644 sqm of total meeting/exhibit space, Reliant Park is the largest, most versatile sports, entertainment, consumer and convention/trade show complex in the United States.

## HOTELS



There are more than 66,000 hotel rooms in the Greater Houston area that include anything from luxury five-diamond hotels to convention hotels to corporate and limited service properties and boutique properties. The 1,200-room Hilton Americas-Houston is the city's convention hotel, connected by two sky-walk bridges to the George R. Brown Convention Center.

A second convention hotel, Embassy Suites Downtown is scheduled to open February 15, 2011. The 262-all-suite hotel adjacent to the George R. Brown Convention Center will offer 6,000 sqft/557 sqm of flexible meeting and event space. To the west of downtown, the Westin Houston, Memorial City, opening in March 2011, will be located adjacent to the Memorial City Mall. Hotel features will include 267 guestrooms and suites and 29,000 sqft/2,694 sqm of meeting and event space.

## TO SEE AND DO

Houston boasts a rich cultural life with a 17-museum district and professional performing arts groups, international cuisine, professional sports, outdoor green areas and world-class shopping. Founded in 1836, Houston is a fairly young city that has come a long way thanks to the vision of its leaders.

A world of flavors: countless cutting-edge chefs have made a home in Houston, where diners here, eat out more than residents of any other city in the United States. Here, you'll find James Beard Award winners and internationally renowned chefs serving up innovative cuisine.

**Meeting planners can stretch their entertainment budget with a Houston CityPASS.** \$39 USD per CityPASS provides admission to the top attractions in Houston like Space Center Houston, The Downtown Aquarium, The Houston Museum of Natural Science, The Museum of Fine Arts, Houston or The Children's Museum and The Houston Zoo or The Health Museum.

Shopping is also an attraction in Houston, a city full of extreme shopping opportunities. Shoppers can find the perfect piece at designer boutiques in The Galleria, or land the perfect deal at Houston Premium Outlets.

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